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THE

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THE

NEW MONEY.

NOT MONEY,

BUT A SIMPLE DEVICE FOR PROSPERING BETTER WITHOUT IT.

JOHN B. ALDEN, PUBLISHER,

NEW YORK.

THE NEW MONEY.

It is not money, in fact, nor does it pretend to be, but, instead, is simply a means of getting along better *without* money, than the country has been able to do *with* it in the past.

What *is* money?

Pass, this time, the definitions of the dictionaries and the befogging subtleties of the political economists, and try if the following will fit with common sense and your experience:

Money is commonly recognized, definite, easily measured, value, in convenient form for passing from hand to hand.

Gold is to-day the only thing in our commercial world which comes fully up to this definition; silver falls short of it to the extent that its "commercial value" is less than its "coin value."

All *paper* forms of so-called money are *not* in themselves "value," nor really money, but only the *representatives* of value—promises to *produce* "value" on demand. In fact, they are only varying forms of "credit," whether they are Greenbacks, National Bank Notes, Silver Certificates, Bankers' Drafts, Clearing-House Certificates, Merchants' Checks or other devices—all perfectly legitimate in their proper place, but still forms of credit.

Greenbacks "represent" *all forms* of value in this country, in the aggregate: Gold, Wheat, Cotton, Land, etc., etc., all pledged by the nation's good faith, backed by its power of taxation.

National Bank Currency "represents," primarily, the "values" owned by the banks which issue them, and secondarily, the nation's wealth the same as Greenbacks, because their ultimate payment is secured by Government Bonds held in pledge. It is the

Government Bonds back of them which gives such unquestioned standing to this so-called "money."

The New Money is a form of credit having the exact basis of strength possessed by National Bank Currency—it "represents" the "value" there is back of Government Bonds pledged for its redemption. It has also an important quality beyond Greenbacks or National Bank Notes, in that it will earn its possessor a *profit*, not only while in actual possession, but, by an exceedingly simple and reasonable device, the profit to the user may continue even after it leaves his hands. This point is fully explained further on. The earning power of one mill a month on the dollar is a trifle in small transactions, but on the $737,000,000 Greenbacks and other United States Notes and $203,000,000 National Bank Notes in circulation in February, 1896, it would earn the *users* of money in the United

States the handsome sum of $11,280,000 a year.

Another important point of difference between the New Money and National Bank Currency in favor of the former is: it is not even a *promise to pay money*, "on demand" or otherwise, and therefore avoids the wasteful holding of a "reserve" which locks up unused hundreds of millions of dollars of gold and silver in the vaults of the banks and of the nation.

It "promises to pay" or transfer U. S. Government Bonds, bearing interest, at their market value, which will quickly *procure* "money" if one is so unfortunate as to need it—only debtors for foreign merchandise often have need for *real* money.

The quality of indefinite elasticity is another feature of infinite value possessed by The New Money over Greenbacks and National Bank Currency. It will naturally expand or

contract in exact relation to the needs of money users. Whenever it can be made to earn, in circulation, more than approximately the interest earnings on U. S. Bonds at their market value, its circulation will tend to "expand"—whenever it earns *less*, it will certainly "contract" by being presented for redemption in actual Bonds.

Consult the printed copy of a F e-Dollar Certificate of the "New Money" to note all its qualities.

You own one and you virtually own a one-twenty-third part of a U. S. Bond of $100.00 at $1.15. You hold it two months and its value has increased one cent—an item so small that in petty daily transactions it will not be considered, and Certificates will be handed about at their face value—but that small item means, as elsewhere shown, $11,280,000 a year on the paper money now in circulation, and will *surely* cause Certificates to be fre-

quently presented for redemption, or for exchange for *new* Certificates.

It is above made plain how New Money earns a small profit while in actual possession. Now note how it may earn you a profit *after it leaves your possession.* You invest $100 in Certificates; if you hold them they earn you $1.20 a year; the Syndicate invests the $100 it receives from you in U. S. Bonds, which earn the Syndicate over $3.00 a year (on *your* money, note). Obviously it is to the Syndicate's advantage to multiply such $100 investors, and as an *inducement*, it offers to *divide its profits* with those who aid in the circulation of its Certificates. If you *held* your $100 in Certificates you would earn $1.20 a year. But you do not draw $100 from the bank (though it is earning no interest) to "hold," but to *spend*, and you pay out these Certificates and they are set floating, some coming

back for redemption in one month, others in six months and so on. If you take the pains to use the New Money instead of "old money," you may float and keep outstanding possibly $1,000 or $10,000 without really "tying up" $1.00 of your own funds. The Syndicate will very gladly pay you a liberal per cent. on every $100 of the New Money which you will keep afloat. This is a matter of personal arrangement, and terms will be made known on application.

The New Money is not possibly an object for "monopoly." Though in the form here presented it is "copyrighted," yet *any one* who commands the confidence of people who will "circulate" *his* "new money," by varying the form of Certificate, may issue all the "new money" he can print profitably.

Caution.—*All* "paper money" is no more than a form of "credit," and any form of credit is a proper subject

for caution. If you deposit money in bank you first question its credit. If you take a dollar of anybody's "new money" you should question its genuineness and backing. The People's U. S. Bond Syndicate claims to have in actual possession *in trust* U. S. Bonds or cash for every dollar of its Certificates outstanding. If this should prove *not to be true* the *penitentiary* would quickly yawn for its managers for getting money from its patrons under false pretenses. If the equivalent were true of bankers generally who receive money "on deposit," there would be less bank failures. But when you put money in bank you don't expect them to keep it, but know they are likely to loan it, and that thus they *may* lose it.

The form of Certificate and the name of the People's U. S. Bond Syndicate are used in this pamphlet simply to illustrate and make clear the method of

getting along virtually without money. The field is evidently absolutely open to any one, and being so, the People's U. S. Bond Syndicate cannot possibly do much more than "show the way."

No "Wild-Cat" in the scheme: Devices for expanding credit based on "hopes," "prospects," "expectations" and "fiats" are almost infinitely hurtful in the end. The New Money has no "speculative" feature not based on the supplying of actual public needs. There is no possible good reason why "good money" shall be restricted, or even in contemplation measured, in volume, than there is why the production of wheat shall be restricted—let either be produced beyond the real demand and it "cheapens," and thus automatically tends to reduce the supply.

Every "new idea," invention or discovery in mechanics, science, law or custom has almost infinitely wide

ramifications, and the following are noted as *some* of the incidental bearings of a general adoption of the New Money:

Any "squeezing of the money market" is put vastly farther from possibility than it is now. The U. S. Bonds are too many and too widely scattered to make "cornering" easy. But their general adoption for this use will tend greatly to increase their value. Will it not bring them close to a two per cent. basis?

But U. S. Bonds are not the only possible basis for perfectly good New Money. Wheat, Cotton or other products could be used, measured always by "dollars" and "market value;" but they lack the quality of *stability* of value, and the further quality of *earning a known profit while lying still.* The form of the scheme would need modification. State and city bonds, and even Railroad and other bonds, under

certain limitations, would be good or fair basis for New Money, "market value" being the basis for redemption, and adequate capital back of the "Syndicates" guaranteeing stability.

The broadest and perhaps the best possible basis for a measureless supply of the best kind of New Money would be productive real estate. Imagine: "American Realty Trust Company; capital $100,000,000; assets real estate bringing rents of $8,000,000; liabilities $50,000,000 bonds at 4 or 5 per cent. (or 2 to 3 per cent., in time), stock of $50,000,000 paying what it earns; bonds and New Money interchangeable at will. Is it not absurd that borrowers of money on real estate, take the nation over, pay an average of 7 per cent. (more? or less?), when by *uniting* they might get much more money, easier than now, at less than half the cost? Will they not see how to do it, some day? This paragraph is

"a dream." But dreams may come true when people "wake" to common sense.

But pass the "dream" and note further.

The New Money takes the money question out of politics. It is in the hands of the people who use it, the same as dry goods and wheat raising, and not the "foot ball" for crazy congressmen. No legislation is needed; it is, rather, to be avoided.

The "silver question" is dead—silver is for spoons and ice-pitchers.

"Gold-bugs," if not "dead," are powerless for commercial evil, or prey only along the margin of the Atlantic upon the "poor" people who can't find what they want in this country, and have to import and pay in gold.

Bimetallism—what *was* it? A dream; a delusion? Is this its correct description: Bimetallism is that financial condition where there are two

metals of real value, one superior, the other inferior; and the party which has the inferior wants the other party to "buy" till their purses are even or the other way, and the other party don't want to *buy*. It is precisely as if farmers resolved to hold wheat and oats at uniform relative values—*it might be done* by infinite trouble, but it would cost more than it would come to. Bimetallism is dead, *sure!*

The New Money is not "Legal Tender."

What *is* "Legal Tender?"

Legal Tender is the kind of money a creditor is *compelled* to accept whether he wants it or not. Sometimes it is "good" money—sometimes not so good. When it is perfectly good the "legal tender" feature is superfluous; when it is *not* perfectly good it is legalized robbery.

People will accept the New Money, if at all, because it is good and they want

it—not because they are compelled to accept it.

No more use for silver and gold as money?

Yes, for those who want them. It is common sense, in the commercial world, to give people what they want. If *you* don't do it, somebody else will, and you will, in the end, "get left."

Gold and silver are *real* "value;" paper "money" is never real, but only representative value; but when it is genuine and "sound," few want the real, but prefer the representative. Few indeed, even to-day, with all the financial distrust, prefer gold to greenbacks, and most of those prefer it only for the shade of doubt that has been cast upon the representative—doubt whether ultimately the measure is to be gold, or silver of less real value.

And the "real value" wanted ultimately by all but an infinitely small minority of people is neither gold nor

silver, but only "dollars' *worth*" of the vast variety of values in the commercial world—bread, meat, cloth, etc., etc. The "dollars" are not exactly the same as the "yard-sticks," mere things for measuring, but they might well be so, in the matter of actual *use*, if the commercial world had its way, instead of being restricted by legislation. Even small coin in circulation would be largely replaced by paper currency, because preferred by users, if Congress had not at the dictation of mine-owners passed a silly law making it a "crime" to make or circulate any "token" for a sum less than $1.00. You did not know that when you drew your check for fifty cents you were committing a crime by the U. S. laws?

Why prefer "paper money" to coin?

First, because of its convenience. Even the banks which control millions of gold don't use it between themselves, generally, but "store" it and issue "cer-

tificates" against it, and pass those back and forth.

Second, because you do not wish gold to increase in value. Gold in that respect is precisely like any other article that many people want—its "value" is affected by its abundance or scarcity, and by the comparative number of those who want it. If you decline it, that makes one less customer for it, and every one counts.

It would be worth millions of dollars to the people of this country if they would unite in a general "boycott" of gold! If Europe wants the gold let them have it. They can neither eat it nor wear it, nor will it grow like seed-corn, nor draw interest like mortgages. America's several hundred millions of gold thoroughly "boycotted" would bring down its relative value in Europe a good many points!

But how "boycott" it? You don't often see a gold dollar, even now?

By refusing the thing which represents gold. Be patriotic, like they were in 1770 to 1776, and refuse all imported goods for which gold must pay. Refuse greenbacks, to pay which "Uncle Sam" is compelled to hoard gold. Refuse national bank currency, which is payable in greenbacks and thus indirectly payable in gold, and compels banks to hoard gold. Take only the New Money, which is based on U. S. Bonds, strictly, and requires no gold. Of course U. S. Bonds are ultimately payable in gold, but not "on demand," and therefore require no hoarding—and of course nobody ever wants "Uncle Sam" to pay his bonds. When his five-per-cents and four-per-cents mature the country will gladly renew them at three per cent., and renew those at two per cent.

Do you not see how the general preference of the New Money over all other kinds would be advantageous?

We summarise: The circulation of even, say, $300,000,000 would—

(*a*) Earning interest at one mill a month, save to the users $3,600,000 a year.

(*b*) Earn those who pushed it into circulation about $6,300,000 more a year.

(*c*) Force bank currency and greenbacks to the extent of $300,000,000 into the banks, and thus make money "plenty" with them, so they would loan at lower rates, and do what they could to stimulate business.

Thus business generally would be stimulated, confidence revived, the "nervous" feeling which pervades the entire business world would be allayed and "healthy" good times would be with us again.

Will *you* use the New Money? Will you help push it into circulation? It

will *pay* to do so, in a fair profit on the thing itself, and vastly more in stimulating and giving health to business generally.

Double interest by means of the New Money.

If you sometimes loan money, you can get interest *twice over* by first investing in the New Money, on the circulation of which you will earn interest; then loan the New Money, on which, of course, you will get larger interest. This is an opportunity of which banks have heretofore had a monopoly, but they have it no longer. The People's U. S. Bond Syndicate does not, under any circumstances, loan money—its sole business is to issue the New Money on the basis of U. S. Bonds in Safty Vault, thus taking no other risk at all—but it is glad to suggest a means of profit to its patrons.

If you owe a debt your creditor may object to receiving the New Money in

payment of it (only a captious creditor would do so, for of course he can get old money for it when he wants it), but if you want to *buy* anything, or if you are prepared to *loan* money, you need not fear but the New Money will "go" fast enough.

It is to be expected that Bankers generally will frown on the New Money. They are, as a class, conservative, and look askance on any new thing—and, obviously, it interferes to some extent with their issues of *their own* money. But in time they will be glad enough to receive it on deposit, and loan it the same as other money. The proper business of a banker who takes the risk of loaning money on personal credit is *not* to *issue* money, but to *loan* money—"other people's money," to a large extent, of course, for by their report October 31, 1895, their total loans were over two billion dollars, or more than three times their

own capital—in fact, more than twice the entire amount of *everybody's money* then in circulation in the United States. Is not *that* inflating credit pretty well?

No wonder there are distrust and panics occasionally, and "tight money markets" often, when bank deposits, payable nearly every dollar *on demand*, foot up over seventeen hundred million dollars, and it is all, and more too, loaned out *on time*. Their Bank Notes, too, are all payable *on demand*, and the money to meet them is loaned so that probably not a single bank in the United States could meet the "demand" obligations of its creditors if they presented their claims—whether in one day, or in one month, or even in three months.

The New Money is more solid than that, for every dollar of the People's U. S. Bond Syndicate obligations could be met in one day, with no incon-

venience, for the Bonds are on deposit, ready to transfer on call.

Now that the fight is "on" between the "Gold Bugs" and the "Silver Worms," and the business world—not of the United States simply, but of the entire globe—is "nervous" and almost "paralyzed" by the uncertainty of the contest, is it not a good time for "the People" to take a hand and "squelch" both of them? *Wouldn't* they be surprised to discover that the positions of the two metals was reduced to those of a mere "yard-stick" for measuring, and a "mug" for drinking?

Here is to the health of the People—in good cold water, from a silver mug, gold lined!

July 1896	Certificate No................. Series A. Issued.................. 189....
Aug 1896	THE NEW MONEY. Not money, indeed, but better than Greenbacks, National Bank Currency, Silver or Gold, because it will secure either of them at par and will also earn its possessor or user a profit.
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Oct 1896	deposited with The People's U. S. Bond Syndicate the sum of
Nov 1896	**FIVE DOLLARS**
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Jan 1897	payable to bearer upon the surrender hereof and upon the conditions printed upon the back hereof.
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Mar 1897	If presented later than one month from the date of its issue a premium will be paid hereon at the rate of one mill on the dollar for each full month which has elapsed after the first day of the month of the earliest date printed on the margin hereof.
Apr 1897	
May 1897	**The People's U. S. Bond Syndicate,**
	..................................Cashier. ....Manager.
June 1897	10 and 12 Vandewater St., New York.

Certificates of this series are in common practice paid in cash, if desired, on presentation, because it is perfectly easy and profitable to do so, but legally they are subject to the following conditions:

1. The money represented by Certificates must be held in bank or invested in U. S. Government Bonds and held in trust for the redemption of the Certificates, only the *profits* belonging to the Syndicate—thus the Certificates are safe as Government Bonds.

2. Certificates presented for redemption must be in sums approximating the market value of a hundred dollar U. S. Government Bond or multiples thereof (not to exceed 5 per cent. difference will be either received or paid in cash) and are then redeemable by the transfer of said Bonds at their highest quotation on the New York Stock Exchange within the month preceding the day of presentation.

Comment.

These Certificates bear a small rate of interest simply that every one may be led to prefer them to Greenbacks or Gold.

The rate of interest, one mill a month, makes calculations of value the simplest possible; in small transactions it will not be thought worth calculating, but it is $12 on $1.000 in a year, and makes them that much better than gold.

To persons who help to promote the circulation of these Certificates, ordering them directly from the Syndicate in sums of $100 or more (N. Y. bankable funds received in payment) a *further* interest payment is made, by which they may earn from 3 per cent. to possibly 10 or 20 per cent. or more on their money actually invested—a very simple matter fully explained in pamphlet entitled "The New Money," price 5 cents, published by John B. Alden, New York.

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